

Exhibitor Quick Tips

Where the industry gathers around *Innovation* and *Inspiration*

IMPORTANT INFORMATION

Bookmark key pieces of information for quick referencing.

Exhibitor Portal: [Housewares.org/USIAccount](https://housewares.org/USIAccount)

- ✓ All exhibitor communications including the Exhibitor Services Manual, Marketing Kit, Exhibitor Connect emails & more
- ✓ Cost-saving options and free services
- ✓ New exhibitor information and helpful tips
- ✓ Checklist of dates and things-to-do to keep you organized
- ✓ Travel information, including early-bird hotel rates and transportation in Chicago
- ✓ Exhibitor warnings

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THE
INSPIRED
HOME.
SHOW | IHA's GLOBAL HOME +
HOUSEWARES MARKET

March 14 - 17, 2020
McCormick Place | Chicago, USA

Space *Assignment*

SPACE ASSIGNMENT

We follow a process for assignment as indicated below.

1. Space is assigned in seniority order. Seniority is earned by exhibiting consecutive years in the Show. Some companies have been exhibiting since our first show in 1939!
2. All exhibitors that submit the contract and payment by July 2, 2019 and request their 2019 booth space are assigned first. **NOTE: To maintain the integrity of our seniority number process, companies that were assigned or relocated after October 25, 2018 are not guaranteed their 2019 booth location for the 2020 Show. Furthermore, companies that are assigned or relocated after October 31, 2019 will not be guaranteed their 2019 booth location at the 2020 Show.**
3. Late applications with full payment are assigned in order of date received; assignments will not be made for non or incomplete payment.
4. Your first assignment may not be your final; relocation and expansion requests may be accommodated at a later date. Additional opportunities may become available as the floor plans shift throughout the process. Review options with your sales manager and communicate flexibility in size and configuration.
5. Once assigned, you will be emailed a confirmation letter with important links for your planning.

EXHIBITOR WARNINGS

TheInspiredHomeShow.com/exhibit/onsite-planning/exhibitor-warnings/

Wire Transfer Alert

Warning: Exhibitors to The Inspired Home Show® have reported that hackers have intercepted email messages between them and IHA. In the email message, the hacker pretends to be an IHA employee. The email message instructs the Exhibitor to change the wire-transfer bank information in an attempt to divert payment for exhibit space to a fraudulent bank account.

Please pay special attention to any email message instructing you to alter the wire-transfer information as it appears on your original invoice from IHA. The bank account information, as it appears on your invoice, is the **ONLY** account to which you should send electronic funds.

If you have any questions or concerns regarding payment information, please don't hesitate to personally contact IHA.



MARKETING

Let buyers know who you are before, during and after the Show. A list of opportunities, many at no cost, are included in the Exhibitor Marketing Kit available online in mid-November.

Housewares Connect 365 (HC365) / Online Year Round Company Listing

- Once you are assigned booth space, you can update your online listing with contact information, product photos, videos, press releases, in-booth celebrity appearances, company biography and more.
- A Show Directory is printed with your company name, brands/licenses and booth number pulled from your online listing. To be included in the printed directory, complete/update your listing by January 17, 2020.

Show Directory Alert

Exhibitors to The Inspired Home Show should be vigilant in dealing with the Exhibitor's FAIR Guide produced by Construct Data Verlag or Expo-Guide.com produced by Commercial Online Manuals. Both the FAIR Guide and Expo-Guide.com are NOT endorsed or supported by the International Housewares Association ("IHA").

These forms include a substantial cost to create or update your entry, per year, for a period of three years. Exhibitors who sign and return these forms have entered into a three-year non-cancelable agreement.

IHA strongly urges you to thoroughly review any information that you receive from the Exhibitors FAIR Guide or Expo-Guide.com before signing any agreement and to remember that these organizations are NOT supported or endorsed by the IHA.

housewares
connect **365**



Show *Marketing* continued

Buyers/Media Lists

- A list from the 2019 Show of registered buyers and attending news media is available to fully-paid exhibitors in early November for pre-show marketing. Note that buyer email addresses are not included. Log into the exhibitor portal to download the lists.

Buyer Lists Alert

[Housewares.org/show/buyer-lists-alert](https://housewares.org/show/buyer-lists-alert)

Disclaimer: IHA is the sole owner of the buyer and media data included in the spreadsheets linked hereto. IHA hereby grants to this exhibiting company ("Licensee") the non-exclusive, non-transferable license to use the buyer and media data for one (1) year. Licensee hereby agrees not to sell, distribute, or otherwise provide this data, under penalty of the law, to any other party without the express written consent of the IHA.

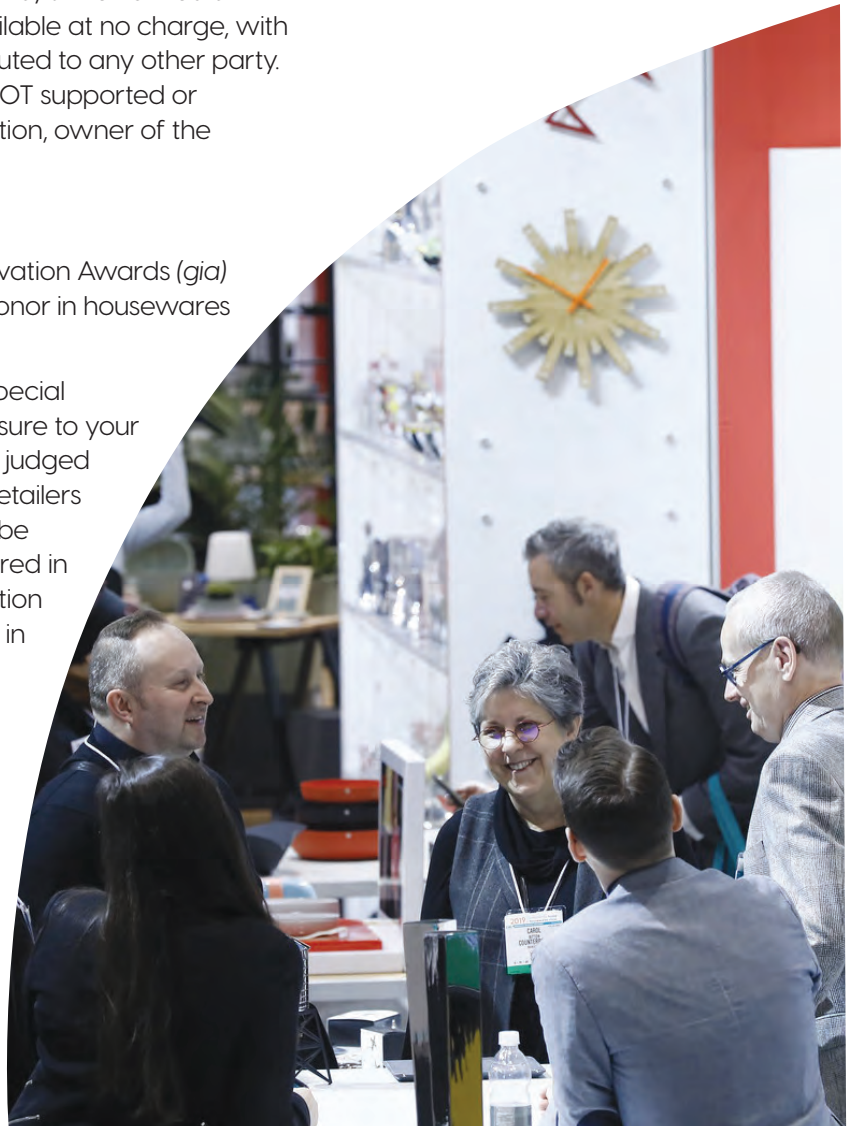
Warning: Exhibitors to The Inspired Home Show should be vigilant in dealing with any company offering to "sell" buyer and/or news media data. For exhibitors in the Show, IHA makes lists available at no charge, with the requirement that these lists are not to be distributed to any other party. Any organization attempting to sell these lists are NOT supported or endorsed by the International Housewares Association, owner of the Show's only official data.

IHA Global Innovation Awards (*gia*)

- Since its inception in 2000, the IHA Global Innovation Awards (*gia*) have grown into the world's most prestigious honor in housewares retail and product design excellence.
- Your company has the opportunity to earn a special distinction, bringing media coverage and exposure to your design efforts. New, innovative products will be judged by a panel of experts that includes designers, retailers and news media. Product finalists selected will be announced prior to the Show and will be featured in each Buyers Club and at the IHA Global Innovation Awards display, in the Grand Concourse Lobby in the North Building. Deadline for submission is January 25, 2020.
- For new products to be considered for a *gia*, products must be entered through the New Product Showcase program.

New Product Showcases

- Show off your new products for 2020 in showcases located in each building's Buyers Club. Product submissions are viewed by buyers and media, whose badges are scanned and included on a list provided to showcase participants after the Show.



Badges/Travel Arrangements

BADGES/TRAVEL ARRANGEMENTS

IHA has negotiated special hotel rates and housewares-only incentives, including double or triple points. Don't miss early-bird rates offered by many hotels within the official Show block until December 31, 2019!



Register for Badges

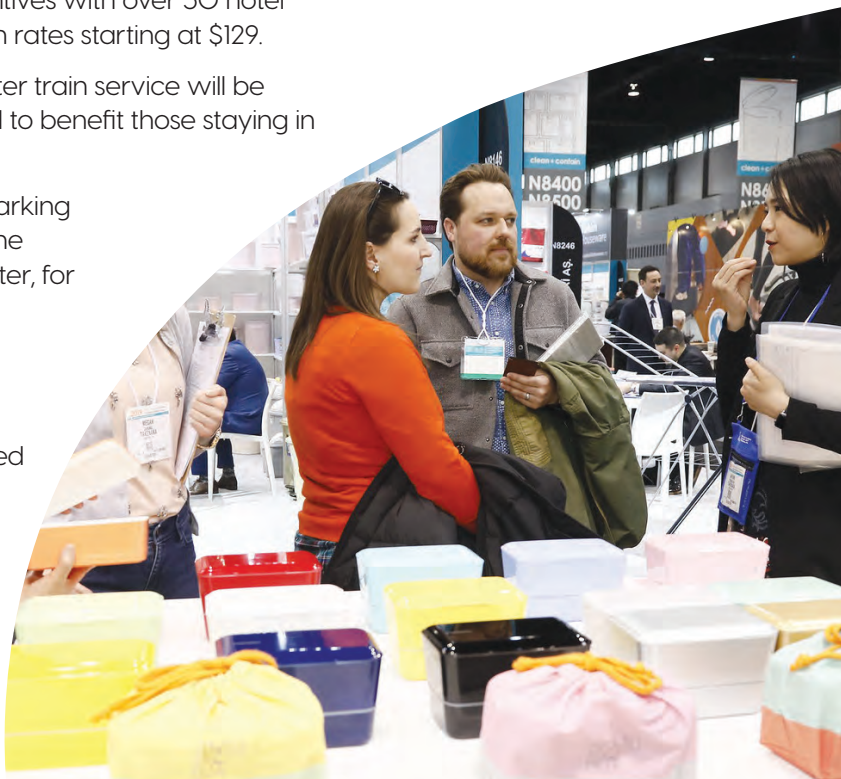
- Exhibitors may register 2 complimentary badges per 50 sq. ft. of exhibit space for exhibitor personnel. Login to the exhibitor portal is required to register for badges. A limited amount of additional badges may be purchased, if needed.
- Registration is free prior to midnight before the Show opening. Save the \$100 on-site fee by registering in advance. Beginning this year, all registrants will pick-up their badges in Chicago.
- Buyers and Manufacturers Reps must register with their own company information for their correct badge classification.
- Do not use your exhibitor badges for Exhibitor-Appointed Contractors (EACs), such as an exhibit house; there is a different process for EACs described on the next page.

Make Travel Accommodations

- IHA uses a third-party housing partner, onPeak, to assist exhibitors in making hotel accommodations. onPeak is the only authorized housing company for the Show. DO NOT use any unfamiliar housing agent who tries to sell you on lower hotel rates -- many times these reservations include hidden fees.
- IHA has negotiated low rates and special incentives with over 50 hotel properties in the downtown Chicago area with rates starting at \$129.
- Complimentary shuttle bus and Metra commuter train service will be available during most of the convention period to benefit those staying in the official hotel block.
- If you are driving to McCormick Place, make parking arrangements before your arrival. See the online Transportation Website, under Convention Center, for details.

Housing Alert

The official housing partner of The Inspired Home Show is onPeak, the only housing company affiliated with The Inspired Home Show. Hotel reservations made through any company other than onPeak are at the exclusive risk of the individual. If other companies contact you for hotel/travel bookings, they are not endorsed by The Inspired Home Show or the International Housewares Association (IHA) unless they are designated as "Regional Travel Partners (RTP)", who have been designated by onPeak.



Show *Operations*

OPERATIONS

The short list below is not inclusive of all the information needed to plan for the Show but can be used as a guideline. Detailed information will be available in mid-November.

Booth Space

- Pipe and drape is not allowed unless approved by your Sales Manager.
- The booth space you rent is empty; **structure, drape, walls and/or flooring are not included.** It is the exhibitor's responsibility to follow the Show Guidelines and, at a minimum, supply an acceptable back-wall and flooring.
- Booth diagrams for all exhibitors or renovated structures need to be sent to your Sales Manager, including all dimensions (in feet and inches) and utility requirements, no later than January 24, 2020.
- Rental booths are available through the Show contractor, Freeman, and a list of suggested exhibit houses is also available upon request from your Sales Manager.
- Hanging signs and truss must be pre-approved by your Sales Manager no later than December 13, 2019. Approval must be given each year. Restrictions apply.

Freeman: IHA's Official Show Contractor

- Create or login to an existing online account with Freeman at www.freemanco.com where you can order and check on materials and services. Freeman can also be contacted at +1-773-473-7080 or at freemanchicagoes@freemanco.com.
- Turn-key booth rental packages, carpet, furnishings and other options are also available through Freeman.
- Pipe and drape orders will not be accepted without IHA approval. Approval will only be granted for special circumstances such as masking, backing for customer banner, etc.
- Freight/Drayage: Packages being unloaded and loaded at McCormick Place must use Freeman, unless you use the ASUV Program.
- Plumbing, gas and electric are available through Freeman; order early for a reduced rate.
- Orders for rigging for hanging signs and/or truss will not be accepted without IHA approval.



Show *Operations* continued

Vendors

- IHA has negotiated special rates with several recommended service vendors. A complete list of these vendors is included in the online Exhibitor Services Manual. Please note there are some services that are exclusive and may only be provided by key vendors.
- Freeman is the exclusive contractor for material handling/drayage (delivering freight from the dock to the booth and from the booth to the dock). However, exhibitors can take advantage of the Automobile and Small Utility Vehicle (ASUV) program, which allows exhibitors to unload and load small privately-owned vehicles, without hiring labor at designated areas within each building. For more information on this program, please refer to the "Shipping" section of the online Exhibitor Services Manual when it becomes available in November.
- McCormick Place is the exclusive contractor for all telecommunication, internet and cable services. IHA offers complimentary Wi-Fi within the show floor, lobbies and meetings rooms. Wireless internet access will once again be available for laptops, tablets, phones and other mobile devices and will be provided at 1.5 Mbps. This service is offered as a convenience for light web browsing, it should not be used for "mission critical" purposes in your booth.
- McCormick Place has a designated catering company, SAVOR...Chicago. Exhibitors may bring in their own food for their own personal consumption. Food or beverage provided as samples in your booth must receive approval directly from SAVOR...Chicago. Any catering needs for receptions, meeting rooms or in-booth events must also be ordered through SAVOR...Chicago.
- If you choose to use a company not included on the Official Show Vendor List, you must go through the Exhibitor Appointed Contractor (EAC) process listed on the next page.

Shipping

- Target Date/Target Time: This is the assigned time and date that your vehicle must check into the marshalling yard at McCormick Place. The schedule is for the move-in of your exhibit only and does not apply to your product. If the date or time assigned to you presents a challenge, you must contact Freeman, and ask to speak with the Drayage Manager at +1-773-379-5040. If you are physically bringing your own booth structure into McCormick Place, you do not need to use the target date.
- Labels are provided in the Exhibitor Services Manual for you to attach to your shipment. You may choose to ship to the Freeman warehouse or directly to McCormick Place. Please read the instructions in the Exhibitor Services Manual closely. Shipping to the Freeman warehouse in advance of the Show will ensure a timely delivery, but will cost slightly more.
- Drayage/Material Handling: Any shipping of materials needs to be delivered to McCormick Place and directly to your booth; make sure you complete the Shipping and Drayage/Material Handling forms.



Show *Operations* continued

Exhibitor-Appointed Contractor (EAC)

Exhibitors may set up and dismantle their own booth structures.

However, many exhibitors choose to hire an EAC to setup and manage the ordering of all on-site services. Log onto the exhibitor portal to designate your appointed contractor.

- An EAC is any company hired by the exhibitor other than those designated as “recommended” contractors for the Show.
- Registration of EACs must be completed by the exhibitor online prior to the February 12, 2020 deadline.
- EACs must submit valid insurance, a digitally signed EAC agreement, and must be registered with McCormick Place.
- EACs not previously approved will not be allowed on the Show floor and will not be allowed to render services.

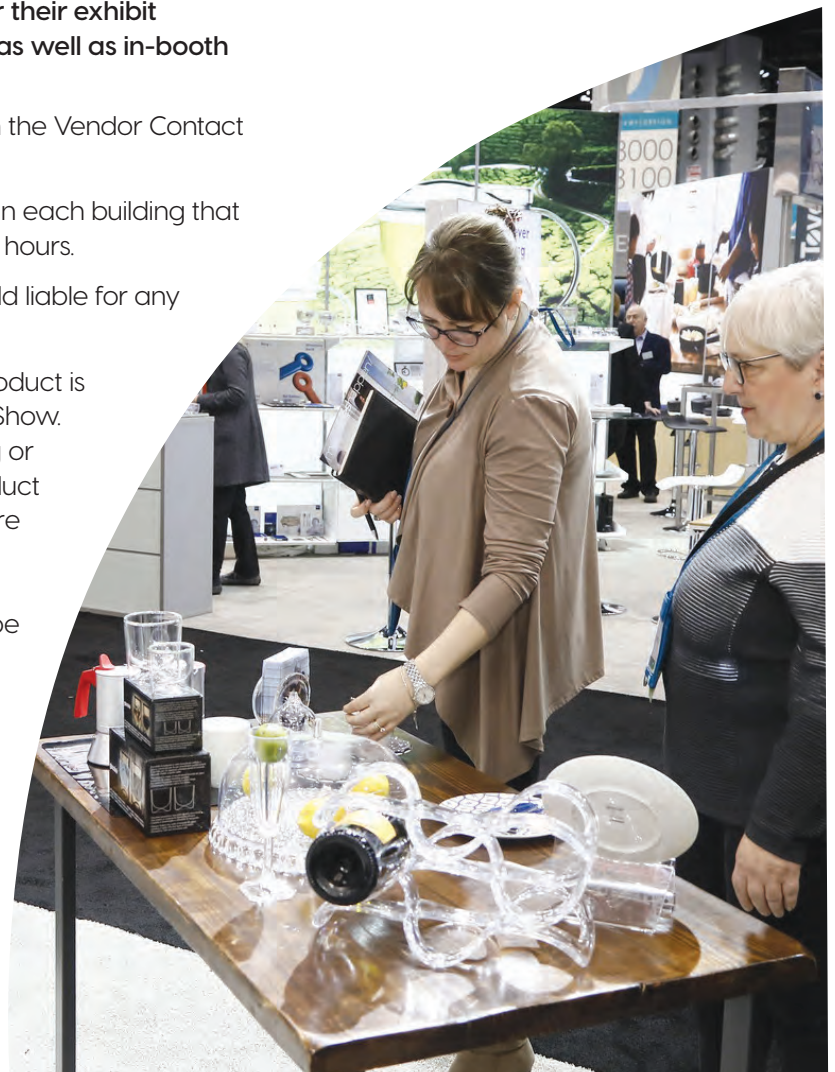
IMPORTANT TIP:

If you hire an EAC, please make sure to compare the labor rates charged by your EAC against the labor rates offered by Freeman included in the Exhibitor Services Manual. These negotiated labor rates are published and exhibitors should NOT pay any more than these published rates.

Security

Perimeter security is provided during the Show; however, it is the exhibitor’s sole responsibility to provide security for their exhibit structure, merchandise and any exhibit materials, as well as in-booth receptions.

- Recommended security companies are listed on the Vendor Contact List.
- There is a complimentary security lock-up area in each building that exhibitors may use to store materials after Show hours.
- IHA, Freeman or McCormick Place will not be held liable for any missing or damaged materials.
- **Unauthorized photography** of any exhibit or product is prohibited and may result in expulsion from the Show. Unauthorized photography includes videotaping or photographing another exhibitor’s booth or product without their permission at any time. Exhibitors are required to monitor their own booth areas and should notify IHA or security immediately of any unauthorized photography. Arrangements can be made to have your exhibit photographed and videotaped with the recommended Show photographer. Upon request, IHA will also provide exhibitors with “no photography” signs to be placed in their booth. Signage can be ordered through the Online Exhibitor Services Manual under “Security”.



Show *Staff*

We're excited to have you join us; we encourage you to call or email with questions or concerns.

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